



UNIVERSITI
TEKNOLOGI
MARA



LIBRARY AS MULTI GALLERY

MUSIC GARDEN



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MERCHANDISE




TOTE BEG

The Concept Of Malaysia
City In Kuala Lumpur




T SHIRT

The Concept Of Ifla Take From
Malaysia Icon Is Twin Tower Petronas



First at all, praise and thanks to ALLAH S.W.T for giving change to our group in completing this multi gallery proposal. For our group, we put a lot of effort to gain all the information to make this proposal successful. Besides that, i also want to express my appreciation to the lecture, Puan Jamizan Jalaluddin because her effort to teach us about being hardwork and extraordinary, plus giving a lot of advises while completing this assignment.

Finally, to our team member that including me, Alif Bin Ahmad Sa'id, Ahmad Afifuddin Bin Ahmad Razali And Muhammad Raziq Bin Mohd Samingan that give full cooperation and commitment while completing this proposal. We also feel really glad that we be able to complete the proposal in the given period of time. Lastly, i would like to thank to everbody that directly and not directly involved in making this book. Thanks you very much.



CONCLUSION

As UITM student , we would like to say that this PTAR library project is an excellent opportunity for us to get the experience things that we would have never gain through going straight into job. We grateful to the ptar library for giving us this wonderful opportunity.

The main objective project is to change the concept of “information” in UITM libraries with just books , web based tools , and other traditional information resources and introduce to a wider array of UITM library services than ever before.

It easy to work with group team member taht giving commitment for this project we feel we got the maximum out of that experience. Also we learn the way of work in and organization, the importance of being punctual, the importance the maximum of commitment and the importance of team spirit.

BROCHURE

BIG IDEA

To Change The Concept Of 'Information' At Uitm Libraries With Just Book, Web-board Tools And Other. My Team Has Come Out A New Idea Is About To Create Music Garden. music garden is about more relax and more comfortable to study its not just silence to study but also can hear a song (With Mural Of Typography, Pattern, Illustration)

RESEARCHER
& DESIGNER

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LIBRARY AS MULTI GALLERY MUSIC GARDEN

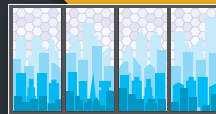
EXPRESSION WALL



LIBRARY WALL



LIBRARY WALL



MIRROR

MUSIC GARDEN



MERCHANDISE



CREATIVE PLATFORM

Aim :
- To Make Library As Multi Gallery

Communication Objective:
- Have An Opportunity To The Public
- Be Able To Reduce Visitor Problem Like A Place To Rest
- Where To Get Rid Of Stress And Have A Private Place

Target Audiences:
- Student Of Uitm Puncak Alam
- Public Visitor
- Staff Uitm Puncak Alam

Competitor :
- Perpustakaan Sultanah Bahiyah, UUM
- Perpustakaan Zai'ba, UM
- Perpustakaan Tengku Bainun, UPSJ
- Perpustakaan Sultan Abdul Samad, UPM

Benefit :
- Can Introduce To Public About PTAR
- Make The Consumer Feel Happy And Comfortable
- Promote Libraries To The Public And Foreign Tourism

Project Positioning :
- The Project Will Be Located At The Entrance Of Library. This Location Is Where The Number Of Visitor And Passesey Are Many

Tone And Manner
- Unique
- Music
- Eco Green
- Modern Green Concept

ART INSTALLATION



MUSIC GARDEN

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ABOUT MUSIC GARDEN

BACKGROUND

Library Tun Abdul Razak (TAR) Puncak Alam Campus has started its service on 7 July 2009 at 5th floor, Plaza satellite Building B (PSB). Through Phase 2 development, Puncak Alam Campus Library has moved into new buildings and fully operational in May 2014.

The new building has four floors that can accommodate 1300 seats at a time. The facilities and services provided is expected to meet the needs of teaching, learning, research and development of knowledge among UiTM

BIG IDEA

Create Music Garden (with mural of typography, pattern, illustration)

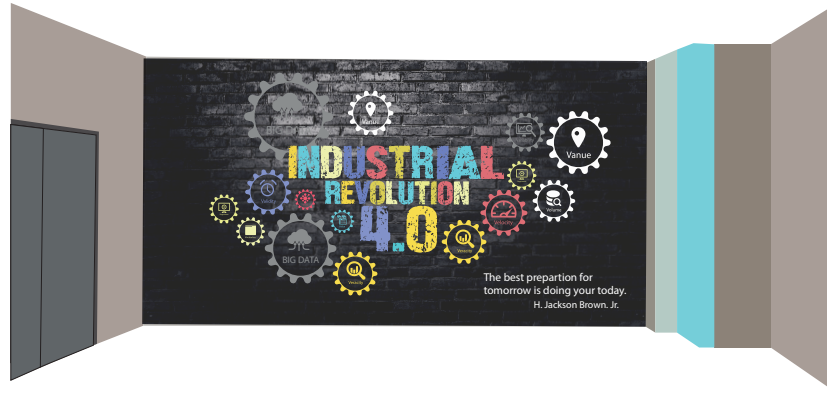
CREATIVE CONCEPT

To create a new environment with proper display

To deliver the cozy , relax , and comfort feeling

Create the outstanding and creative interior that can attract people to come to library

EXPRESSION WALL



MINDMAP



BIBLIOGRAPHY



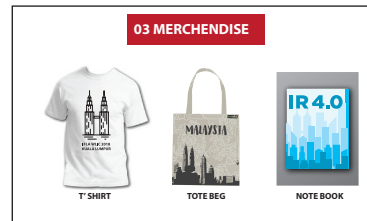
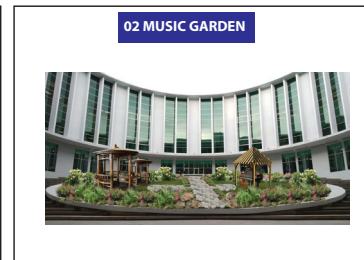
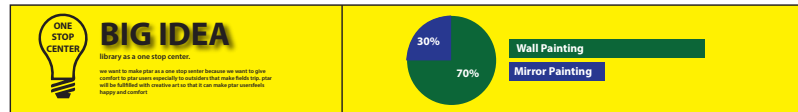
As for merchandise, it has significance towards the theme 'library as a music garden' where we want to show how library act as the healing unit for mind. That is through petronas twin towers, which means icon for malaysia in the world. As the petronas twin towers has been choose for its modern and simplicity.

POSTER

LIBRARY AS MULTI GALLERY MUSIC GARDEN



CREATIVE PLATFORM	AIM : To Make Library As Multi Gallery	COMMUNICATION OBJECTIVE : - Have An Opportunity To The Public - Be Able To Reduce Money Problem Like A Place To Buy - Where To Can Buy Of Street And Have A Private Place	TARGET AUDIENCE - Student Of Utem Panask Alam - Public Visitor - Staff Utem Panask Alam
TONE&MANNER - Unique - Modern - Eco Green - Modern Green Concept	PROJECT POSITIONING - The Project Will Be Located At The Entrance Of Library - The Location Is Where The Number Of Visitor And Passer By Are Many	BENEFIT - Can Introduce To Public About PTAR - Make The Consumer Feel Happy And Comfortable - Promote A Librarian To The Public And Foreign Tourist	COMPETITOR - Perpustakaan Sultan Bahiyah, USM - Perpustakaan Zebra, USM - Perpustakaan Tengah Baniun, USM - Perpustakaan Sultan Abdul Samud, USM



REFERENCE

1. Industrial Revolution 4.0
2. Perpustakaan Tun Abdul Razak (PTAR)
3. Integrated Marketing Communication (IMC)

REASERCHER & DESIGNER

ALIF BIN SA'ID

AHMAD AFFUDDIN BIN AHMAD RAZALI

MUHAMMAD RAZIQ BIN MOHD SAMINGAN

KASTURI

ASSOCIATION